FIG.1

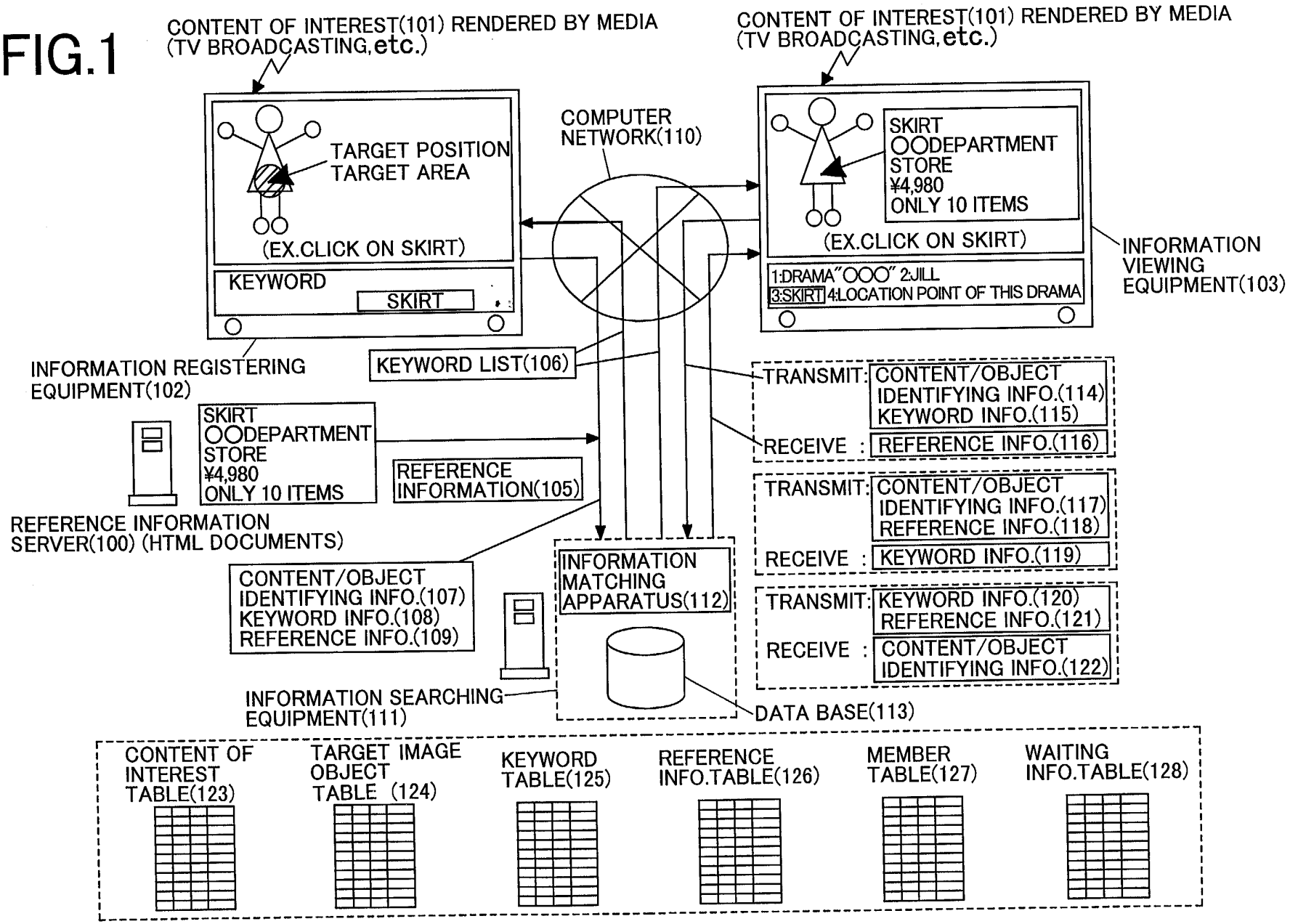
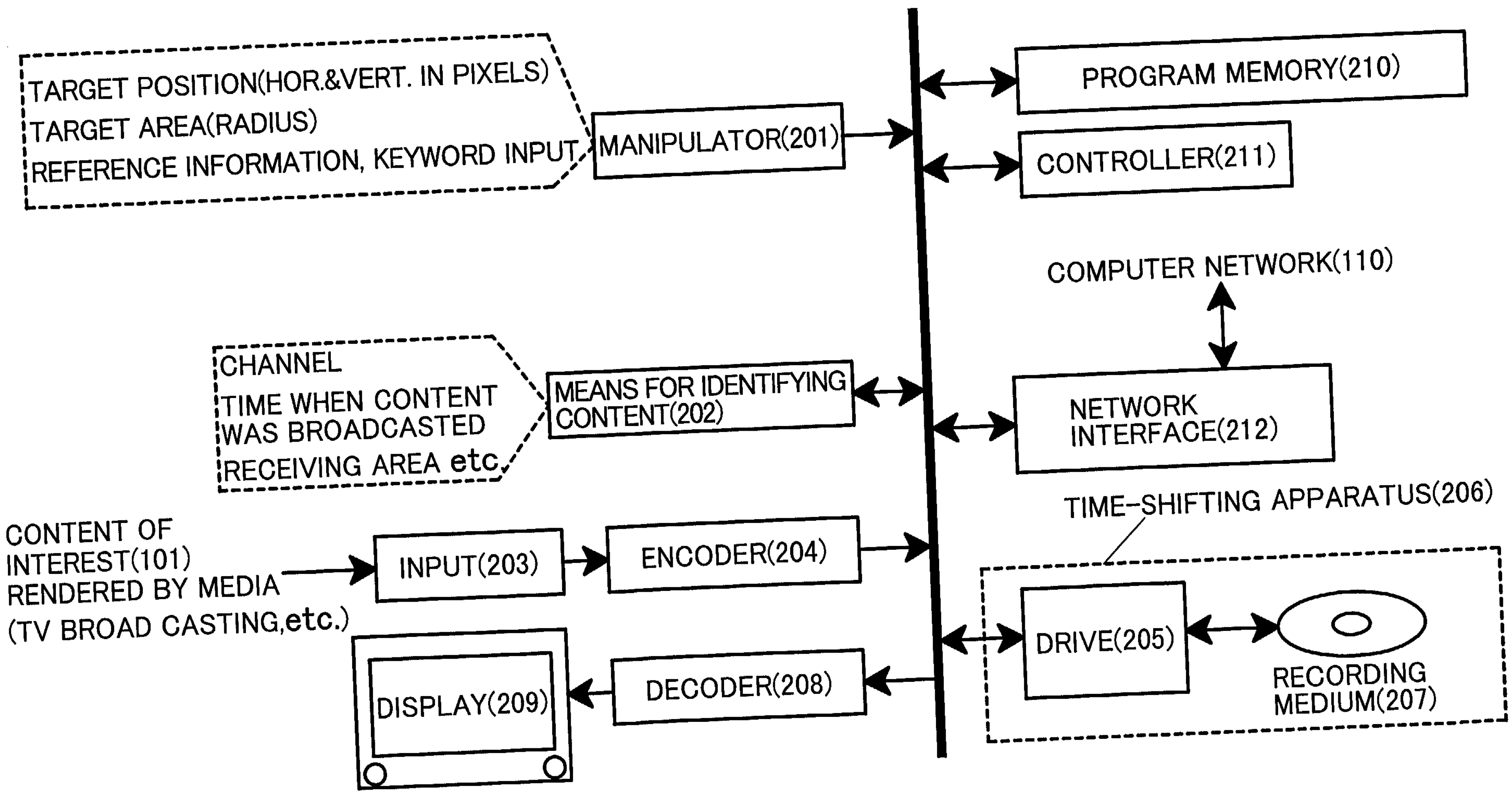

CONTENT OF INTEREST(101) RENDERED BY MEDIA (TV BROADCASTING, etc.)
CONTENT OF INTEREST(101) RENDERED BY MEDIA (TV BROADCASTING, etc.)
TARGET POSITION
TARGET AREA
(EX.CLICK ON SKIRT)
KEYWORD
SKIRT
COMPUTER NETWORK(110)
SKIRT
○○DEPARTMENT STORE
¥4,980
ONLY 10 ITEMS
(EX.CLICK ON SKIRT)
1:DRAMA"○○○" 2:JILL
3:SKIRT 4:LOCATION POINT OF THIS DRAMA
INFORMATION VIEWING EQUIPMENT(103)
INFORMATION REGISTERING EQUIPMENT(102)
KEYWORD LIST(106)
TRANSMIT: CONTENT/OBJECT IDENTIFYING INFO.(114) KEYWORD INFO.(115)
RECEIVE : REFERENCE INFO.(116)
SKIRT
○○DEPARTMENT STORE
¥4,980
ONLY 10 ITEMS
REFERENCE INFORMATION(105)
TRANSMIT: CONTENT/OBJECT IDENTIFYING INFO.(117) REFERENCE INFO.(118)
RECEIVE : KEYWORD INFO.(119)
REFERENCE INFORMATION SERVER(100) (HTML DOCUMENTS)
CONTENT/OBJECT IDENTIFYING INFO.(107) KEYWORD INFO.(108) REFERENCE INFO.(109)
INFORMATION MATCHING APPARATUS(112)
TRANSMIT: KEYWORD INFO.(120) REFERENCE INFO.(121)
RECEIVE : CONTENT/OBJECT IDENTIFYING INFO.(122)
INFORMATION SEARCHING EQUIPMENT(111)
DATA BASE(113)
CONTENT OF INTEREST TABLE(123)
TARGET IMAGE OBJECT TABLE (124)
KEYWORD TABLE(125)
REFERENCE INFO.TABLE(126)
MEMBER TABLE(127)
WAITING INFO.TABLE(128)

FIG.2



TARGET POSITION(HOR.&VERT. IN PIXELS)
TARGET AREA(RADIUS)
REFERENCE INFORMATION, KEYWORD INPUT
MANIPULATOR(201)
PROGRAM MEMORY(210)
CONTROLLER(211)
COMPUTER NETWORK(110)
CHANNEL
TIME WHEN CONTENT WAS BROADCASTED
RECEIVING AREA etc.
MEANS FOR IDENTIFYING CONTENT(202)
NETWORK INTERFACE(212)
TIME-SHIFTING APPARATUS(206)
CONTENT OF INTEREST(101) RENDERED BY MEDIA (TV BROAD CASTING,etc.)
INPUT(203)
ENCODER(204)
DRIVE(205)
RECORDING MEDIUM(207)
DISPLAY(209)
DECODER(208)

FIG.3

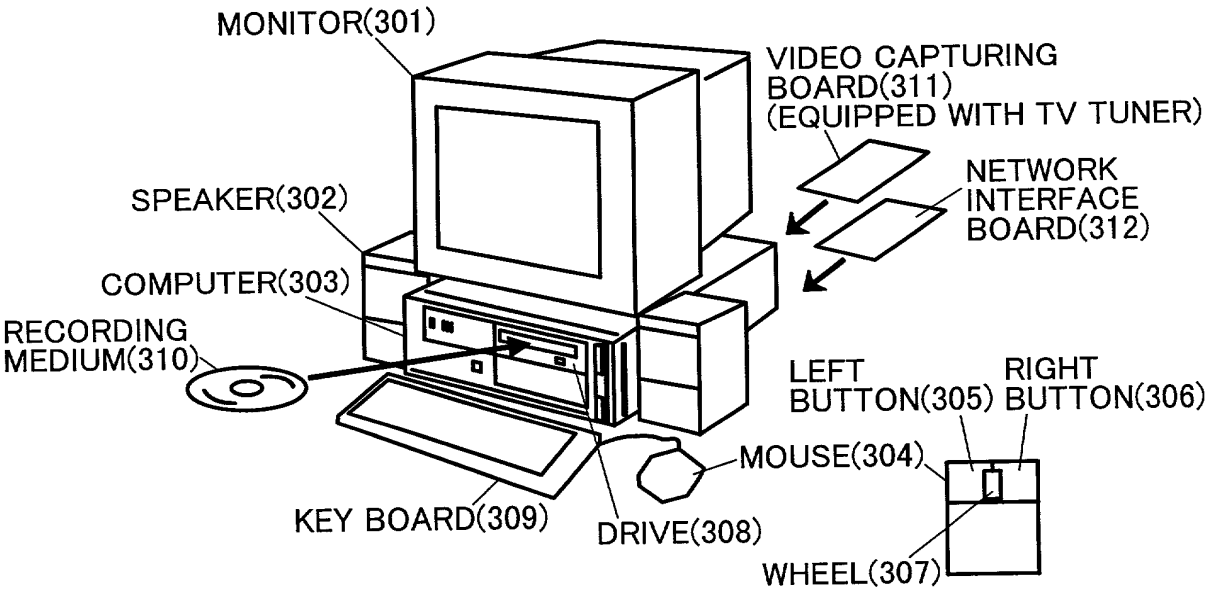

MONITOR(301)
VIDEO CAPTURING BOARD(311) (EQUIPPED WITH TV TUNER)
NETWORK INTERFACE BOARD(312)
SPEAKER(302)
COMPUTER(303)
RECORDING MEDIUM(310)
LEFT BUTTON(305)
RIGHT BUTTON(306)
MOUSE(304)
KEY BOARD(309)
DRIVE(308)
WHEEL(307)

FIG.4

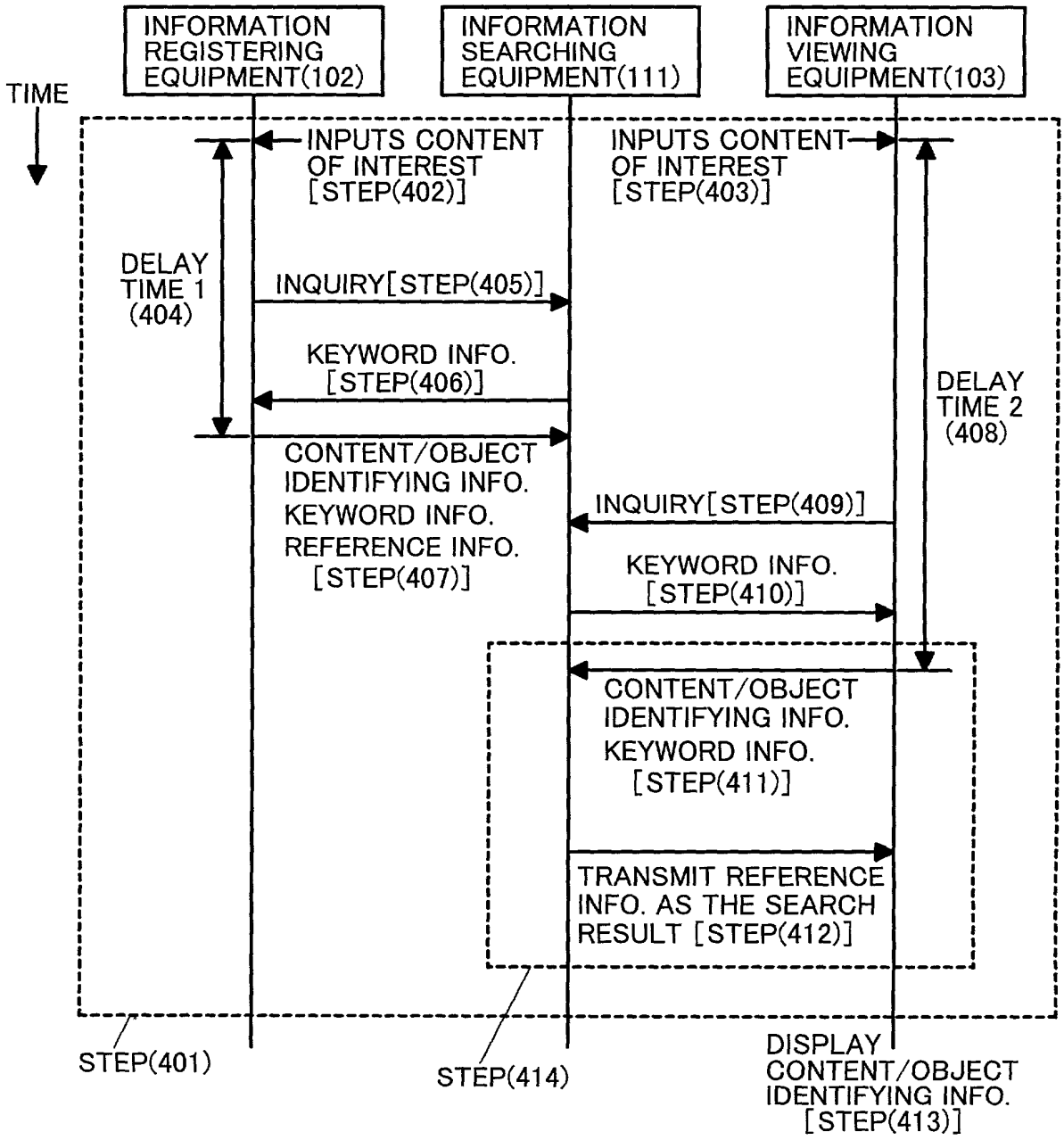

INFORMATION REGISTERING EQUIPMENT(102)
INFORMATION SEARCHING EQUIPMENT(111)
INFORMATION VIEWING EQUIPMENT(103)
TIME
INPUTS CONTENT OF INTEREST [STEP(402)]
INPUTS CONTENT OF INTEREST [STEP(403)]
DELAY TIME 1 (404)
INQUIRY[STEP(405)]
KEYWORD INFO. [STEP(406)]
DELAY TIME 2 (408)
CONTENT/OBJECT IDENTIFYING INFO. KEYWORD INFO. REFERENCE INFO. [STEP(407)]
INQUIRY[STEP(409)]
KEYWORD INFO. [STEP(410)]
CONTENT/OBJECT IDENTIFYING INFO. KEYWORD INFO. [STEP(411)]
TRANSMIT REFERENCE INFO. AS THE SEARCH RESULT [STEP(412)]
STEP(401)
STEP(414)
DISPLAY CONTENT/OBJECT IDENTIFYING INFO. [STEP(413)]

FIG.5

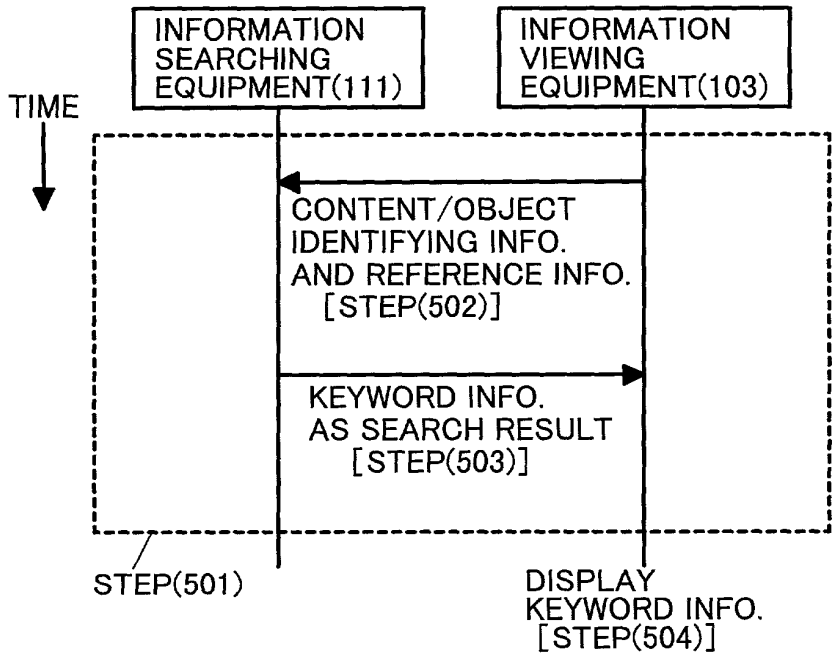

INFORMATION SEARCHING EQUIPMENT(111)
INFORMATION VIEWING EQUIPMENT(103)
TIME
CONTENT/OBJECT IDENTIFYING INFO. AND REFERENCE INFO. [STEP(502)]
KEYWORD INFO. AS SEARCH RESULT [STEP(503)]
STEP(501)
DISPLAY KEYWORD INFO. [STEP(504)]

FIG.6

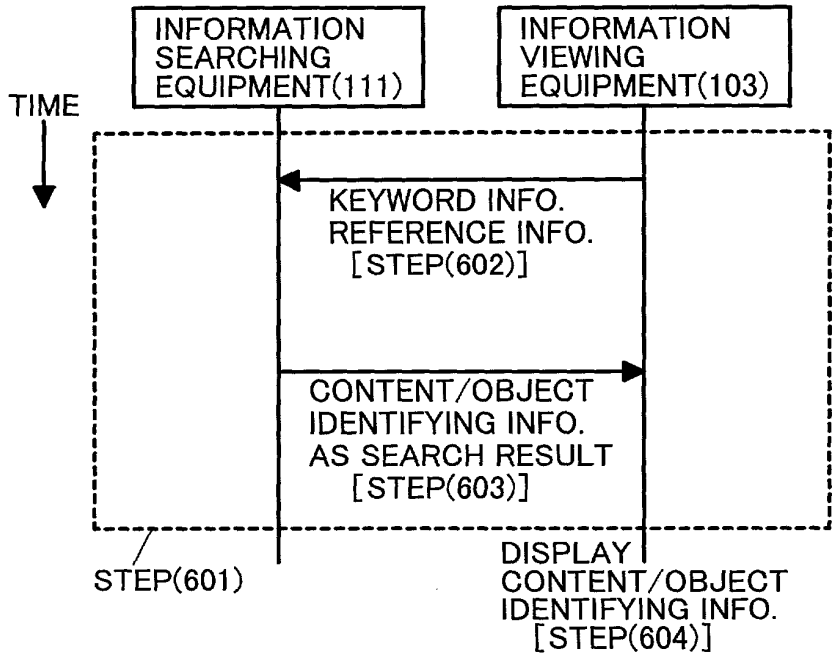

INFORMATION SEARCHING EQUIPMENT(111)
INFORMATION VIEWING EQUIPMENT(103)
TIME
KEYWORD INFO. REFERENCE INFO. [STEP(602)]
CONTENT/OBJECT IDENTIFYING INFO. AS SEARCH RESULT [STEP(603)]
STEP(601)
DISPLAY CONTENT/OBJECT IDENTIFYING INFO. [STEP(604)]

FIG.7

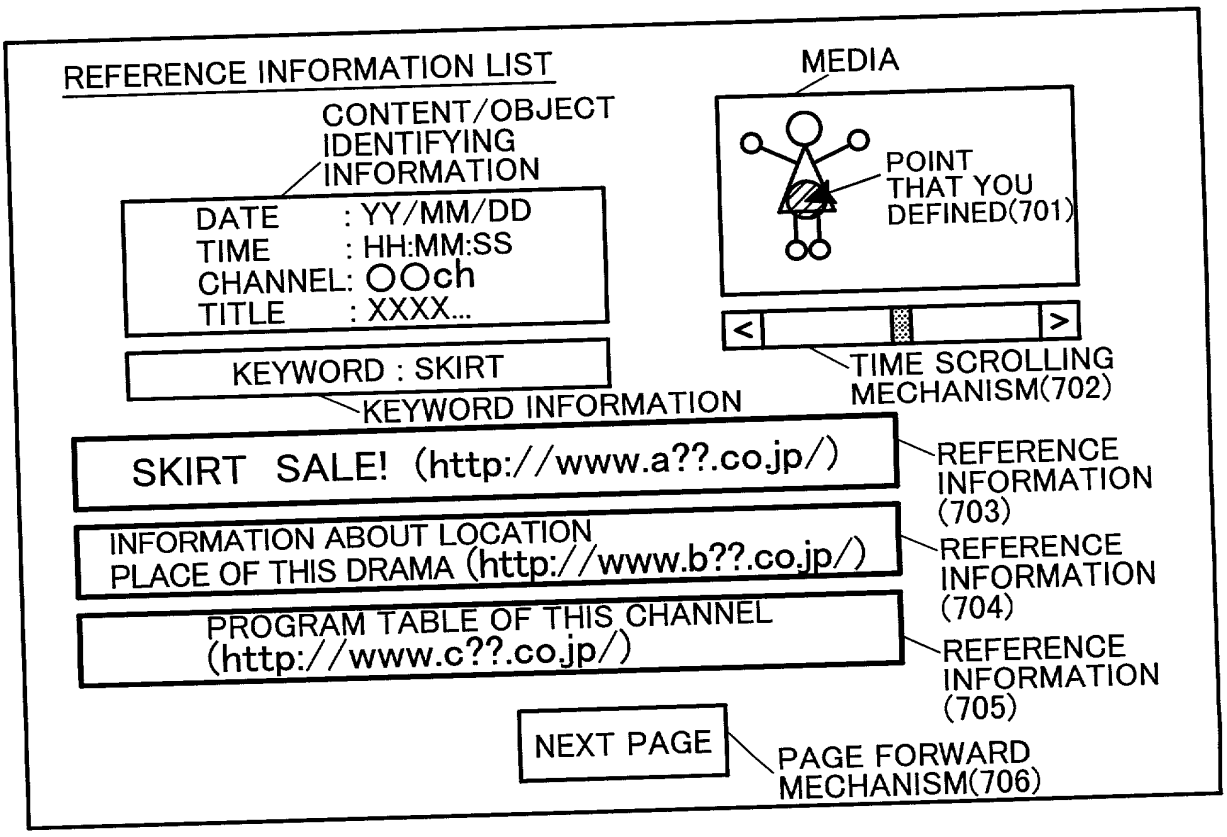

REFERENCE INFORMATION LIST
CONTENT/OBJECT IDENTIFYING INFORMATION
DATE : YY/MM/DD
TIME : HH:MM:SS
CHANNEL: OOch
TITLE : XXXX...
KEYWORD : SKIRT
KEYWORD INFORMATION
MEDIA
POINT THAT YOU DEFINED(701)
<
>
TIME SCROLLING MECHANISM(702)
SKIRT SALE! (http://www.a??.co.jp/)
REFERENCE INFORMATION (703)
INFORMATION ABOUT LOCATION PLACE OF THIS DRAMA (http://www.b??.co.jp/)
REFERENCE INFORMATION (704)
PROGRAM TABLE OF THIS CHANNEL (http://www.c??.co.jp/)
REFERENCE INFORMATION (705)
NEXT PAGE
PAGE FORWARD MECHANISM(706)

FIG.8

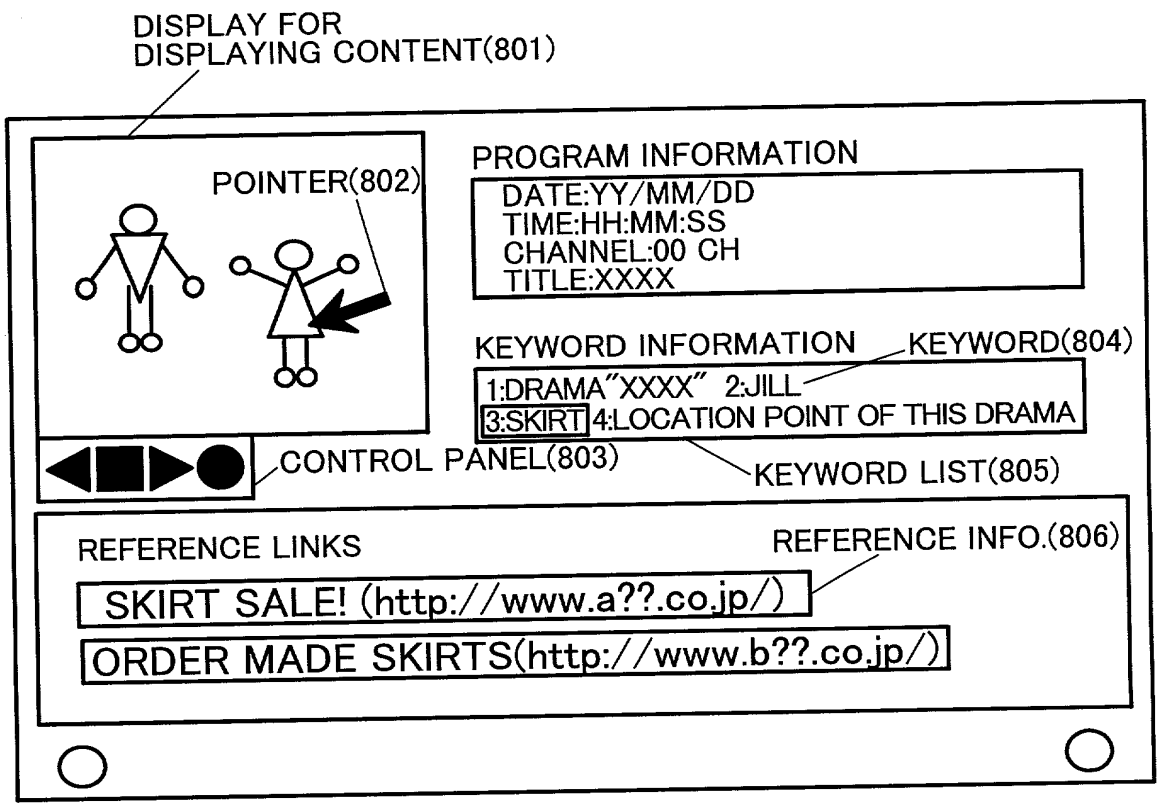

DISPLAY FOR
DISPLAYING CONTENT(801)
POINTER(802)
PROGRAM INFORMATION
DATE:YY/MM/DD
TIME:HH:MM:SS
CHANNEL:00 CH
TITLE:XXXX
KEYWORD INFORMATION
KEYWORD(804)
1:DRAMA"XXXX" 2:JILL
3:SKIRT 4:LOCATION POINT OF THIS DRAMA
CONTROL PANEL(803)
KEYWORD LIST(805)
REFERENCE LINKS
REFERENCE INFO.(806)
SKIRT SALE! (http://www.a??.co.jp/)
ORDER MADE SKIRTS(http://www.b??.co.jp/)

FIG.9

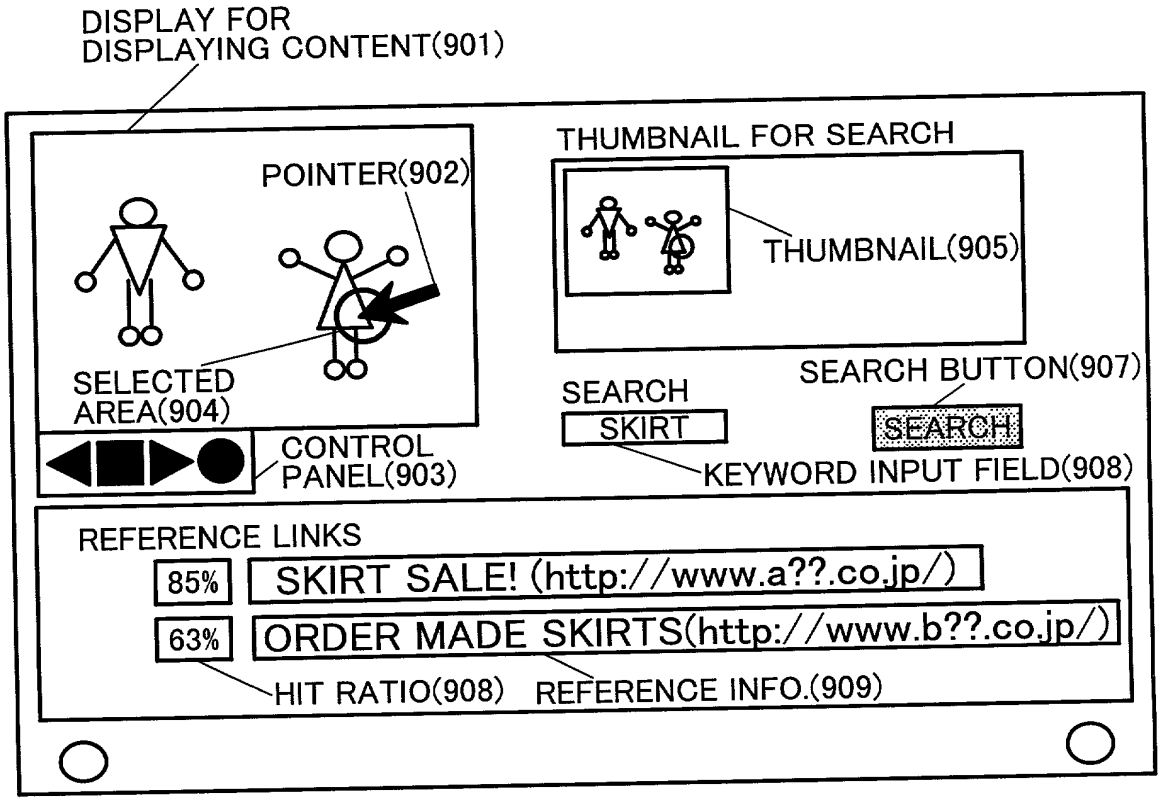

DISPLAY FOR DISPLAYING CONTENT(901)
POINTER(902)
THUMBNAIL FOR SEARCH
THUMBNAIL(905)
SELECTED AREA(904)
SEARCH BUTTON(907)
SEARCH
SKIRT
SEARCH
CONTROL PANEL(903)
KEYWORD INPUT FIELD(908)
REFERENCE LINKS
85%
SKIRT SALE! (http://www.a??.co.jp/)
63%
ORDER MADE SKIRTS(http://www.b??.co.jp/)
HIT RATIO(908)
REFERENCE INFO.(909)

FIG.10

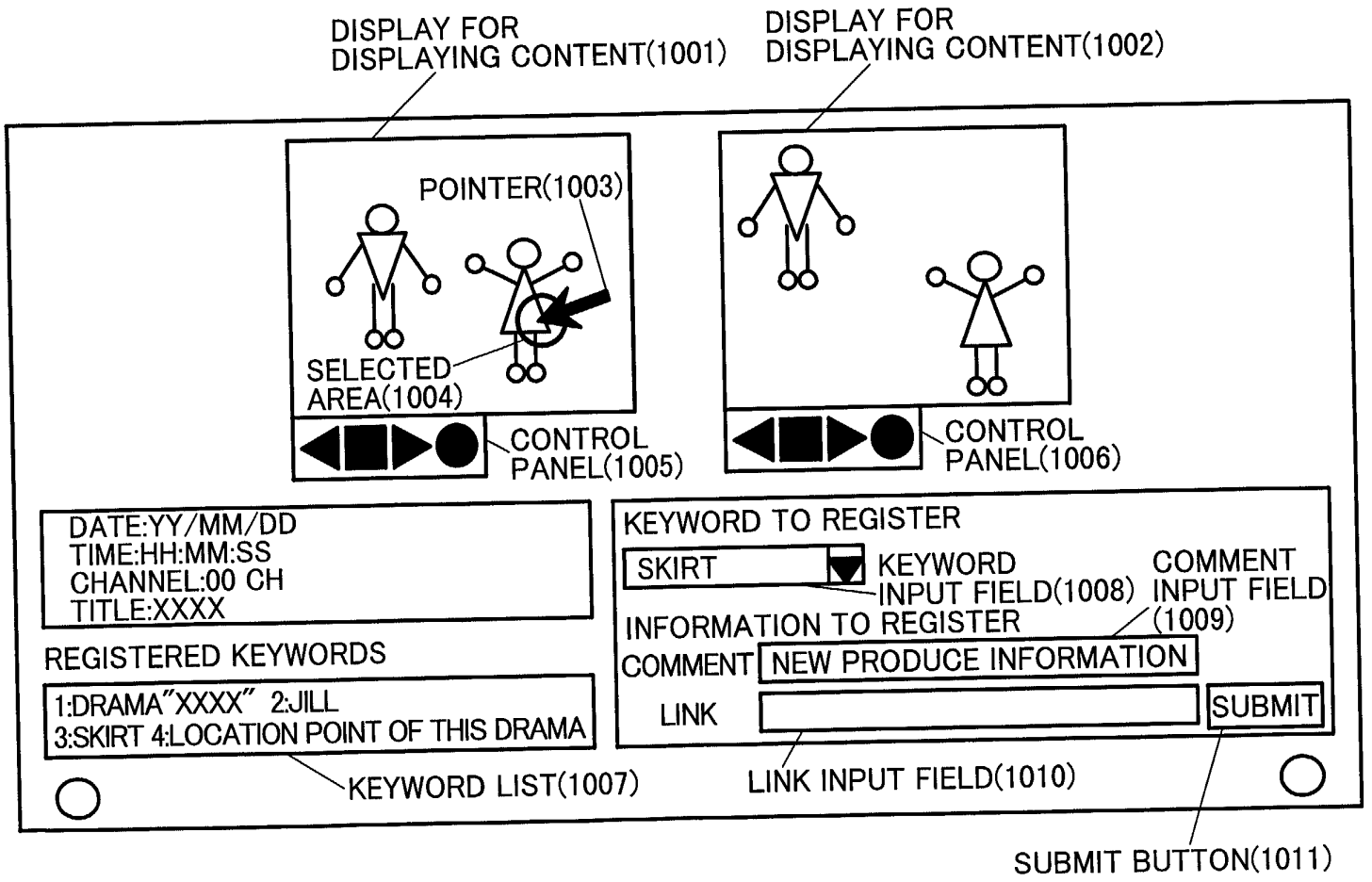

DISPLAY FOR DISPLAYING CONTENT(1001)
DISPLAY FOR DISPLAYING CONTENT(1002)
POINTER(1003)
SELECTED AREA(1004)
CONTROL PANEL(1005)
CONTROL PANEL(1006)
DATE:YY/MM/DD
TIME:HH:MM:SS
CHANNEL:00 CH
TITLE:XXXX
REGISTERED KEYWORDS
1:DRAMA"XXXX" 2:JILL
3:SKIRT 4:LOCATION POINT OF THIS DRAMA
KEYWORD LIST(1007)
KEYWORD TO REGISTER
SKIRT
KEYWORD INPUT FIELD(1008)
COMMENT INPUT FIELD (1009)
INFORMATION TO REGISTER
COMMENT
NEW PRODUCE INFORMATION
LINK
SUBMIT
LINK INPUT FIELD(1010)
SUBMIT BUTTON(1011)

FIG.11

CONTENT OF INTEREST TABLE(123)

ID	PROGRAM NAME	DATE, TIME	CHANNEL	
001	PG1			
002	PG2			

KEYWORD TABLE(125)

ID	KEYWORD	PROGRAM ID	PARENT ID	URL	
001	PROFESSIONAL BASEBALL	001			
002	PLAYER A	001			
003	HELMET	001			

REFERENCE INFO. TABLE(126)

ID	COMMNET	KEYWORD ID	URL	
001	HOMEPAGE 1	001	A_	
002	FAN SITE	002	B_	
003	OFFICIAL HP	002	C_	
004	MAKER HP	003	D_	

TARGET IMAGE OBJECT TABLE(124)

ID	TIME,FRAME	LINK ID	AREA	
001	IMAGE OBJECT INFO. 1	002		
002	IMAGE OBJECT INFO. 2	002		
003	IMAGE OBJECT INFO. 3	003		
004	IMAGE OBJECT INFO. 4	004		

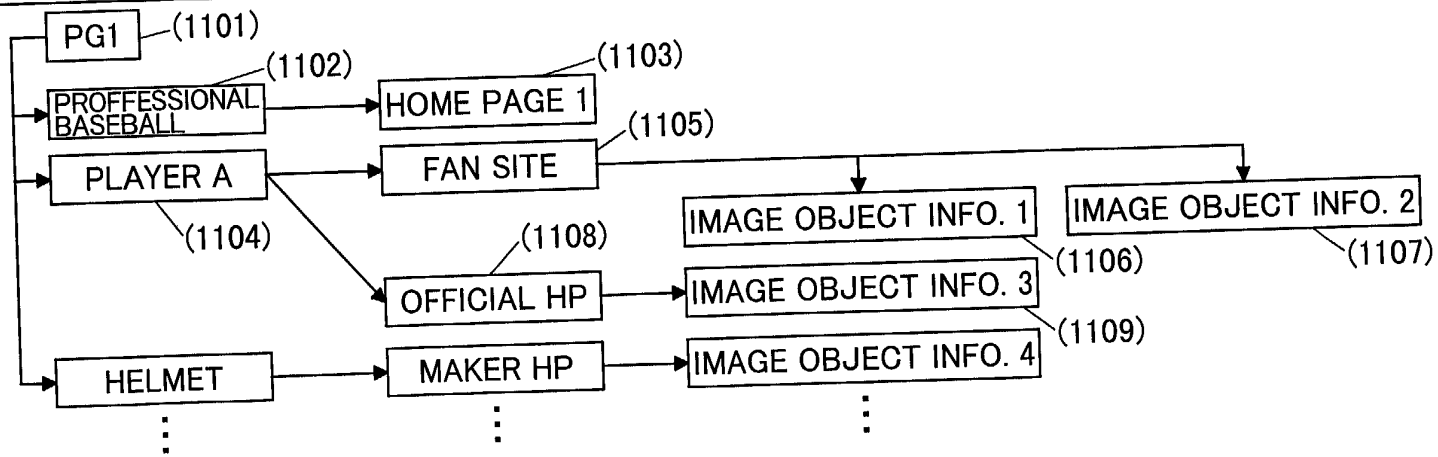
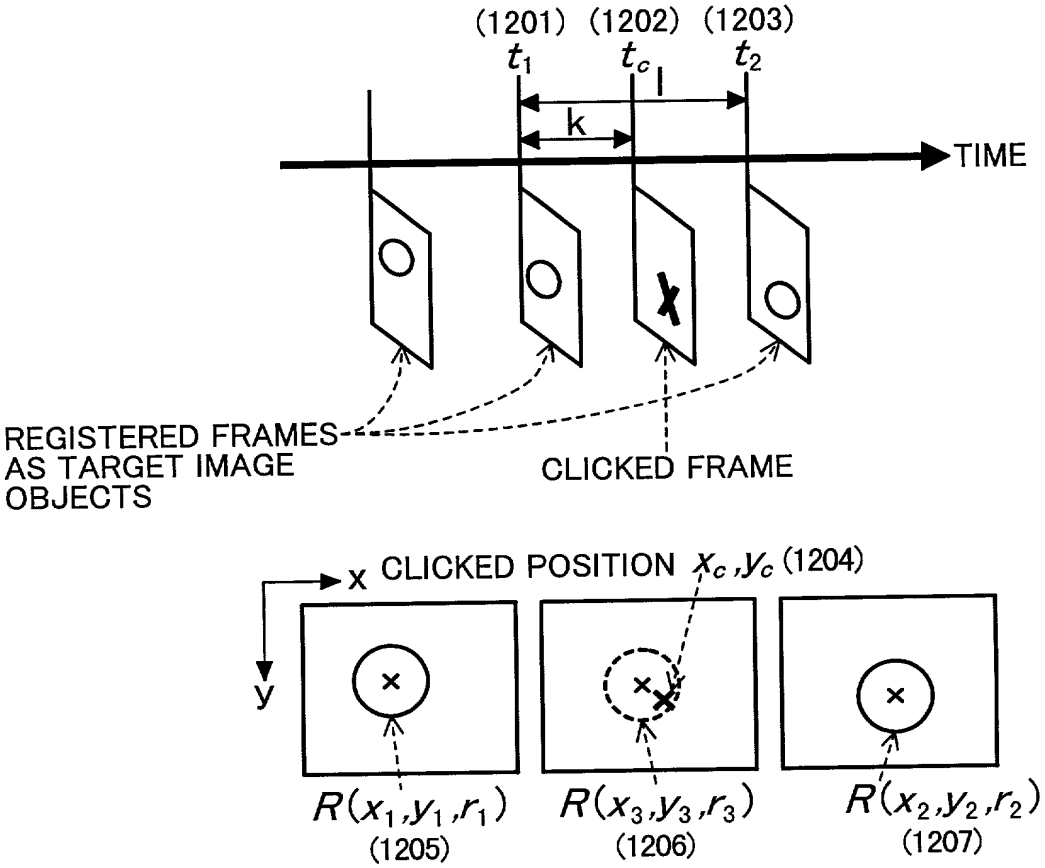


FIG.12



DEFINE $R(x_a, y_a, r_a)$ AS THE SET OF x's AND y's THAT SATISFY

$$(x-x_a)^2+(y-y_a)^2 \leq r_a^2$$

x_3, y_3, r_3 ARE DEFINED AS FOLLOWS.

$$x_3=\frac{k}{l}x_2+(1-\frac{k}{l})x_1$$

$$y_3=\frac{k}{l}y_2+(1-\frac{k}{l})y_1$$

$$r_3=\frac{k}{l}r_2+(1-\frac{k}{l})r_1$$

THEN IF THE CONDITION $(x_c, y_c) \in R(x_3, y_3, r_3)$ IS SATISFIED FOR THE CLICKED POSITION x_c, y_c, IT IS JUDGED THAT THE CLICKED POSITION FALLS WITHIN THE AREA OF IMAGE OBJECT REGISTERED